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W. F. ALLEN CO.

BOOK OF BERRIES

1885

Our 90th Year

1975

THE PLANT SITUATION – 1975

In 1935, at the end of a half century selling strawberry plants, **W. F. Allen** wrote in a public letter: "After fifty years in this business, I look back with pleasure at the many personal and business friends I have made during that period. I want to thank them all, whether our acquaintance is of brief or long duration, for the patronage which has made this business possible. I have made mistakes, but where pointed out I have tried to correct them fairly. No attempt has been made to sell plants on price alone, but I have tried to give full value for every dollar received. We all realize that to continue in business our customers must prosper. With this thought in mind, and with fifty years experience to guide us, we try to write a catalog that will be a real help and when orders come we try to send plants that will be a real pleasure and profit to the buyer."

In 1975 our purposes remain the same. May we have the pleasure of serving you in our **90th year?**

ALLEN'S SUPERIOR VIRUS FREE PLANTS remain as the Standard of the Industry and your assurance of plants that will GROW FOR YOU.

EARLIDAWN
See Page 11

1885 *Our Experience is Your Guarantee* **1975**

DARROW
See Page 10

FAIRFAX
See Page 18

ALLEN'S WINNING PLANTS

EARLIBELLE
See Page 13

ALLEN'S WINNING PLANTS

Standard of the Industry for 90 years

REGISTERED

For best results from your own efforts in growing berries we hope you will use Allen's Winning Plants. They are registered and are grown under the following rigid schedule. As a berry grower you cannot afford to do all of these things but you should insist that your plant grower do them for you. By renewing your planting stock every year or two you can realize most of the benefits from this program.

Here are the things we must do to qualify for the registered label which means so much to you as a grower:

1. Provide a screen house as a source of indexed virus free plants.

2. Our planting stock is all indexed virus free and we keep it that way by constant vigilance against the aphid which is the carrier of virus organism.

3. This superior virus free stock must be grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

4. Soil fumigation before setting of plants and fumigation twice during the growing season to eliminate nematodes. ALLEN'S fields all have three fumigations to give you superior plants.

5. Abundant plant food, reinforced with a minor element mixture insures that ALLEN'S plants never want for anything.

6. Continuing inspections to make sure that our planting stock and fields are free from red stele and other diseases.

7. With ALLEN'S PLANTS you get all the above, plus the benefit of our experience. We have been growing and shipping fine strawberry plants for 90 years. We believe this means a lot to you as a grower.

Fruit Facts

Variety	Ripening Season: Days After Earlidawn	Size	Flesh Firmness	Skin Firmness	Dessert Quality	Processing Quality For Freezing
Albritton	12	Large	Very Firm	Firm	Excellent	Good
Apollo	7	Large	Very Firm	Firm	Good	Good
Armore	10	Large	Medium	Soft	Good	Poor
Blakemore	3	Small	Firm	Firm	Fair	Good
Catskill	7	Very Large	Soft	Soft	Good	Fair to Good
Darrow	2	Med.-Large	Very Firm	Firm	Very Good	Good
Delite	12	Large	Medium	Medium	Good	Fair
Earlibelle	3	Large	Very Firm	Very Firm	Good	Very Good
Earlidawn	0	Large	Medium	Medium	Fair	Very Good
Empire	7	Large	Soft	Soft	Very Good	Fair
Fairfax	7	Medium	Firm	Soft	Excellent	Fair
Fletcher	7	Medium	Medium	Soft	Very Good	Good
Florida 90	5	Very Large	Soft	Soft	Very Good	Fair
Guardian	9	Very Large	Firm	Firm	Good	Fair
Holiday	7	Large	Firm	Firm	Good	Good
Jerseybelle	14	Very Large	Soft	Firm	Fair	Poor
Marlate	15	Large	Firm	Firm	Excellent	Good
Midland	0	Large	Firm	Soft	Excellent	Very Good
Midway	11	Large	Firm	Firm	Good	Very Good
Ozark Beauty	14	Medium	Medium	Medium	Very Good	Good
Pocahontas	5	Large	Medium	Medium	Good	Very Good
Premier	3	Medium	Soft	Soft	Good	Poor
Raritan	7	Large	Firm	Medium	Fair	Fair
Redchief	5	Large	Firm	Firm	Good	Very Good
Redglow	3	Large	Firm	Firm	Good	Very Good
Redstar	18	Large	Firm	Firm	Good	Good
Robinson	11	Large	Soft	Soft	Fair	Poor
Sparkle	12	Small	Soft	Soft	Very Good	Very Good
Sunrise	0	Large	Firm	Firm	Good	Fair
Surecrop	5	Large	Firm	Medium	Good	Good
Tennessee Beauty	12	Small	Firm	Firm	Good	Good
Vesper	16	Large	Medium	Medium	Good	Poor

PRICE LIST PAGE 44

Rate by Test

Plant Disease Resistance

Leaf Spot	Leaf Scorch	Red Stele	Verticilium Wilt
Resistant	Very Resistant	Susceptible	Susceptible
Resistant	Very Resistant	Susceptible	Susceptible
Susceptible	Susceptible	Susceptible	Unknown
Susceptible	Very Resistant	Susceptible	Resistant
Susceptible	Resistant	Susceptible	Very Resistant
Intermediate	Intermediate	Resistant	Intermediate
Resistant	Intermediate	Resistant	Very Resistant
Very Resistant	Very Resistant	Susceptible	Susceptible
Susceptible	Intermediate	Susceptible	Susceptible
Intermediate	Intermediate	Susceptible	Very Resistant
Resistant	Resistant	Susceptible	Unknown
Resistant	Very Resistant	Susceptible	Resistant
Very Susceptible	Very Susceptible	Susceptible	Susceptible
Resistant	Resistant	Resistant	Very Resistant
Unknown	Unknown	Unknown	Unknown
Very Susceptible	Susceptible	Susceptible	Susceptible
Intermediate	Intermediate	Susceptible	Intermediate
Resistant	Resistant	Susceptible	Susceptible
Very Susceptible	Susceptible	Resistant	Intermediate
Resistant	Resistant	Susceptible	Unknown
Resistant	Intermediate	Susceptible	Susceptible
Resistant	Resistant	Susceptible	Resistant
Susceptible	Susceptible	Susceptible	Susceptible
Resistant	Resistant	Resistant	Resistant
Susceptible	Intermediate	Resistant	Susceptible
Susceptible	Resistant	Susceptible	Unknown
Intermediate	Susceptible	Susceptible	Resistant
Susceptible	Intermediate	Resistant	Susceptible
Very Susceptible	Resistant	Resistant	Resistant
Resistant	Resistant	Resistant	Very Resistant
Resistant	Resistant	Susceptible	Unknown
Susceptible	Susceptible	Susceptible	Susceptible

Dr. J. R. Magness (left) Branch Chief (retired) Fruit and Nut Crops Research Branch and Dr. G. M. Darrow (right) Chief Horticulturist (retired) in charge of small fruit breeding and cultural research, evaluating the new Darrow variety, May 1974.

W. F. ALLEN COMPANY is honored to dedicate its 90th year as a strawberry nursery to Dr. George M. Darrow and the strawberry program that he initiated and guided for so many years. Dr. Darrow is the "Father of the American Strawberry Industry," having started the U.S. Department of Agriculture strawberry breeding program in 1920 that developed so many of the best varieties we have today. He entered USDA service in 1911 and retired March 31, 1957, devoting 41 of those 46 years to the study and improvement of the strawberry.

George McMillan Darrow was born February 2, 1889 in Springfield, Vermont. He obtained his Bachelor of Arts degree in 1910 from Middlebury College and his Master of Arts degree from Cornell University in 1911. He earned his Doctor of Philosophy degree at Johns Hopkins University in 1927 with his work on the physiology of the strawberry.

Dr. Darrow's interest in the straw-

berry as a USDA researcher started in 1916 with the initiation of a four-year study of the cultural practices and varieties of all berries in each producing region of the U.S. It was at this time that he first met Mr. W. F. Allen, founder of the W. F. Allen Company. Since that time three generations of Allens have enjoyed working with Dr. Darrow and have greatly appreciated his friendship, advice and research.

The first important variety of the USDA breeding program was Blakemore. Dr. Darrow made the cross at Glenn Dale, Maryland and sent the selection to Willard, North Carolina in 1927 for evaluation. The selection proved to be outstanding and a decision was made to release it in 1930. Two very important and far reaching programs were initiated as a result of this first cooperative work; one a strawberry breeding program between the USDA and a state agency that was established at Willard with the North Carolina Department of Agriculture in 1928; the other in order to release the new variety, Dr. Darrow asked the American Nurserymen's Association to suggest three strawberry nurseries in the eastern United States who might be willing to help introduce the new variety Blakemore. W. F. Allen Company was happy to be one of those chosen. The arrangement has worked so well that the three nurseries have continued to cooperate with the USDA to test and increase all advance USDA strawberry selections and to propagate for release all USDA strawberry varieties developed for the Eastern and Central United States.

A cooperative program for the Pacific Northwest was initiated in 1928 with the Oregon Agricultural Experiment Station. In order to increase the effectiveness of the USDA program a cooperative program with the University of Maryland Agricultural Experiment Station was established in 1939. The USDA-Md. program has developed outstanding varieties such as Surecrop, Guardian, Midway; Sunrise, Redchief and now Darrow. A cooperative program was established with the Plant Industry Division of Southern Illinois University at Carbondale, Illinois in 1959 to develop varieties better adapted to conditions in the Central section of the U.S. The new variety Delite was developed from this program. The establishment of the Illinois station completed the area concept for the major strawberry-producing regions with Oregon serving the Northwest, Illinois the Central, North Carolina the South and Southeast and Maryland the North and Northeast.

The early objectives of the USDA program were to develop varieties with large fruit, good flavor, firm flesh, and tough skin, with plant vigor that would withstand a wide range of climatic conditions. The finding of red stele root rot in Illinois, California and Maryland in 1930 and later in other producing areas resulted in the addition of red stele resistance as a requirement for all breeding work after 1940. The need to develop varieties that were resistant to verticillium wilt, leaf spot, leaf scorch and powdery mildew was recognized and these requirements were added to the objectives of the breeding program. The identification of virus diseases as being responsible for several serious problems caused USDA and cooperating scientists to start an extensive program in 1946 to find virus-free plants of existing varieties. This has been a long and costly program for the researchers and nurseries, but the tremendous loss in fruit production and plant vigor make this mandatory for the grower, researcher and nurserymen.

Dr. Darrow and his very capable associate Dr. D. H. Scott in the late 1940's and 1950's initiated several programs with State agricultural experi-

ment stations and nurseries to find and produce virus-free plants. In 1956 with the help of the USDA scientists, Maryland set up a screenhouse for "Foundation-grade" virus-free strawberry plants. A Maryland certification program that would assure the grower that he was receiving virus-free plants from the nursery was established at the same time. Dr. Scott has continued the programs Dr. Darrow started and guided for so many years. The hundreds of thousands who enjoy picking their own strawberries in their gardens or at the "pick-your-own" farms, the commercial strawberry producer, the nurserymen and the American consumer in general are deeply indebted to Dr. Darrow and his associates for the high quality strawberries that are available to us today.

It is not possible in this limited space to acknowledge the many accomplishments of Dr. Darrow. In addition to the many bulletins and scientific research reports, he wrote the remarkble book, "The Strawberry—History, Breeding and Physiology." He served as President of the American Society for Horticultural Science and the Botanical Society of Washington, D.C. He was vice-president of the American Genetic Association. He received the Wilder medal from the American Pomological Society for his outstanding work with small fruits. The United States Department of Agriculture awarded him its highest honor, the Distinguished Service Award. The University of North Carolina conferred the honorary degree of Doctor of Science. We and the strawberry industry salute you and wish you many more years of good health and happiness.

Our 90th Year

EARLY VARIETIES

DARROW

Carries a Great Name

DARROW, a new high quality early variety developed by the cooperative USDA-Maryland breeding program is available to the grower for the first time. This variety comes from the same breeding program that produced Surecrop, Guardian, Midway, Sunrise and Redchief. DARROW's fruit quality, productivity and disease resistance is of such high quality that the leaders of the breeding program decided to name it in honor of Dr. George M. Darrow.

DARROW ripens 2-3 days later than Earlidawn. Its berries are medium-large in size with firm, deep red flesh and a glossy, bright red tough skin that does not break when picked. Its good flavor plus the deep red color makes it ideal for freezing or eating fresh. The plants are resistant to five races of red stele and intermediate in resistance to verticillium wilt. It is moderately resistant to leaf scorch, mildew and leaf spot. It has been tested and proven to be productive from Maryland west to Missouri and north along the Atlantic coast. This variety should be tested by every commercial grower and home gardener who wants a high quality, productive, disease-resistant early berry. *See color picture page 3.*

EARLIDAWN

The early one with frost resistance

EARLIDAWN was originated in Maryland in 1947 and released in 1956. EARLIDAWN is a cross of Midland and Tennessee Shipper. EARLIDAWN is adapted very well in the northeastern states and west to Missouri as an early fresh market and freezing variety.

Plants of EARLIDAWN are productive but generally make fewer runners than most varieties. Flower stems of the EARLIDAWN plants are short and flowers are well covered with leaves—giving protection against frost. EARLIDAWN plants have fair resistance to leaf spot and scorch.

Berries of EARLIDAWN average large in size and maintain large average size throughout the season. Berries are bright, light-red skin, bright-red flesh. They are glossy, have a moderately tough skin and are very firm. Seeds are slightly sunken. Berries of EARLIDAWN are fairly uniform in shape and their flavor is tart and good. For an early berry that is great for eating and freezing, you will want some plants of EARLIDAWN to set this season. Order early. *See color page 3.*

Gentlemen: . . . Three years ago I bought this same garden collection of plants from you and they sure turned out swell. They bore the largest berries I've ever seen and many people stopped by to look at them . . .

Linwood B. Windsor
Onancock, Va.

Gentlemen: I know I'm ordering these berries at the wrong time of the year but I wanted to make sure I get the ones I wanted; also I'm so pleased with the plants I got from you before. I had 75 plants and picked 81 quarts of lovely berries from them this year—the first year of bearing for them. They were really nice and so big. I'm highly recommending your company to anyone who seems interested in new plants.

Mrs. Ray Orwig
St. Anne, Ill.

MIDLAND

The Freezer Queen

MIDLAND was introduced in Maryland in 1929 and has been a great favorite with growers for early berries since then because of beauty, size, color, quality, productiveness, firmness and freezing excellence.

MIDLAND is best adapted to the middle states. With irrigation, MIDLAND grows well to the north or south.

Plants of MIDLAND are productive but make few runners. However, with good fertile soil and irrigation, MIDLAND will make a satisfactory bed of plants. Under good conditions, MIDLAND plants will grow large, healthy and productive.

MIDLAND berries are large, round conic, irregular and high flavored. They have a bright red color which goes clear through but this color darkens on holding and this prevents MIDLAND berries from being tops for the wholesale trade. For fruit-stands, local trade, home gardens and pick-your-own, MIDLAND is one of the best. Berries are medium firm and excellent in quality for desserts and freezing. *See color page 25.*

I like your berries so well. Getting old now —can only handle a few, but wouldn't be spring without berries. Thanks for your fine service and fine plants. I never lose any of them.

Mrs. H. M. Owens
Aurora, Ind.

Dear Sirs: I have been a satisfied customer of yours about fifty years. I like the Midland plants very much. They are the largest berries I have ever seen. I picked one that weighted a quarter of a pound. Thank you for your good service.

Edward C. Millner
Linville, Va.

SUNRISE

Vigorous, good grower

SUNRISE originated from a cross with Stelemaster in 1952 and was released in the early 60's.

Plants of SUNRISE are very vigorous in runner production. They will produce for you even in dry weather. Productive SUNRISE plants have triple resistance to red stele, good resistance to verticillium wilt, leaf scorch and mildew. These traits help make SUNRISE one of the most vigorous and productive varieties. Plants of SUNRISE are best adapted to the Middle States but growers report good results to the north and south and west to Missouri.

SUNRISE berries are delightful for desserts. They are glossy and medium-size. Bright red, uniform color of the skin does not darken on holding. Flesh of SUNRISE berries is firm but a little light for best freezing quality. Berries are of a symmetrical conic shape with later berries sometimes having a slight neck. SUNRISE berries ripen very early in the season and these delightful, flavorful berries are always in great demand. You should have some plants of SUNRISE in your garden. Order now. *See color page 24*

Dear Sirs. . . . Redglow, these have been by far the best for me. The berries are good sized but not huge. The flavor is excellent but sometimes a bit sour. Keeping quality of the ripe berries is fair. Yield is excellent. . . .

Harley Hernandex
Brookfield Center, Conn.

I would like to thank your company for the good service you have given me in the past. I have tried other companies but have not been given as good service nor have I had as good luck with their plants. I enjoy doing business with you people because I know I can trust you, your service and your plants. I would also like to thank you for sending me your berries book every year.

Gene Jones
Blythewood, S. C.

REDGLOW

The American Beauty

REDGLOW is a cross of Fairland and Tennessee Shipper and was released in 1956. REDGLOW is adapted to the middle states and has been well grown in some of the northern states. We have tagged it The American Beauty for beauty and quality of berries.

REDGLOW makes an adequate growth of strong robust plants which are not usually crowded in the row. REDGLOW plants have resistance to red stele but are somewhat susceptible to leaf spot.

REDGLOW berries are a beautiful shiny red which makes them so attractive they usually bring top prices on the market. REDGLOW berries are firm enough to carry to market in good condition. Berries of REDGLOW ripen very early, just a day or two after the Earlidawn. Most of the REDGLOW berries will reach a good marketable size, excelling in beauty and quality. Fine for freezing. Order now. *See color page 23.*

Dear Sir: I like your plants very much. They are shipped in very good condition. You have 1A plants.

Yours truly
Harry D. Hughes
Manchester, Ohio

W. F. Allen Co.—I am planning on 9,000 strawberry plants this spring. Mail your 1975 catalog and prices. I got 11,000 from you 3 or 4 years ago. They were wonderful.

Yours truly
Geo. E. Colwell
Rio, Wisc.

Dear Sirs: Just a few words to say that the berries I raised from your plants were really the largest, most beautiful and tasty that I have ever seen. The plants bore so heavy. I was seeing berries in my sleep. Enclosed is my order for this year.

Thank you
Joseph L. Butler
Rocky Hill, Conn.

BLAKEMORE

One of The First

BLAKEMORE was introduced in Maryland in 1930. It has not lost any of the qualities that made it No. 1 for many years throughout the US. It grows well in varied soils and has a wide range of adaptability—from Illinois south and from the east coast west to Oklahoma. Plants are vigorous, highly tolerant to virus diseases, very resistant to verticillium wilt and leaf scorch and resistant to leaf spot. The fruit tends to be small with bright, light red skin and light red flesh. It is high in pectin and is very desirable for preserving. Fruit ripens early.

EARLIBELLE

A Southern Belle

EARLIBELLE was introduced in North Carolina in 1964. It performs best from North Carolina south and southwest. We have also received several glowing reports from Illinois and Missouri on plant vigor and freezing quality of the fruit. It ripens about nine days ahead of Albritton and produces plants freely on most soils. Fruit is large, good in dessert quality and very good for freezing. Plants are very resistant to leaf spot and scorch but are susceptible to verticillium wilt and red stele. It is the ideal variety to grow with Albritton to extend the harvest season. *See color page 4.*

Dear Sir: I would like to say thank you for all the beautiful strawberry plants that I have bought from you. . . .

Donald Mundy
Barnardsville, N.C.

Gentlemen: Please send the Berry Book of strawberry plants that is advertised in the December 1973 issue of the Farm Journal magazine. I want to be sure that I will have the opportunity to buy plants from you again this year. I have purchased plants from you for a few years now and each time the plants were excellent.

Wayne C. Gaston
Lehighton, Pa.

FLORIDA 90

Great for Extreme South

FLORIDA 90 was originated by Dr. A. N. Brooks in Florida in 1947. From that time until recently it was the leader in Florida and is still extensively grown as a commercial variety in some areas. It is best adapted to the extreme south and is grown extensively there, and in Bermuda. Berries are large, long and pointed, with red flesh. They ship very well and these large, tasty berries are a delight for desserts.

PREMIER

Frost Proof and Early

PREMIER was introduced in Massachusetts in 1915. Early production, resistance to frost injury, vigorous plants that are resistant to leaf spot, leaf scorch and verticillium wilt causes this to continue to be a good variety for local markets and home gardens. Berries are medium size, long-conic and good quality.

W. F. Allen Co.—I am writing to know if you still produce strawberry plants in the fall for Florida. I will be in need of some in October. The Florida 90 I got from you two years ago were perfect. They bore twice in the spring and we still have some in our freezer.

E. F. Chadwick
Inverness, Fla.

Dear Sirs: My strawberry plants arrived on time and we did everything wrong that could be done wrong but we've got strawberries!! These tiny plants withstood frost, snow, heavy rain and drought.

Sincerely,
M. M. Blunden
Garden Valley, Ca.

Mr. Allen: Just a note to tell you that I am very pleased with the plants and service from your company. I just bought 50 acres of land with 15 acres of good field. I plan to begin a small truck farm upon retirement and will surely order the plants I need from your company

David Hemlin
Laconia, N. H.

W. F. ALLEN COMPANY *is now offering red raspberries, black raspberries and thornless blackberries because we feel we can offer our customers superior plants grown under the best breeding program.*

You will notice that we are offering a limited selection and these plants will be grown under the same rigid schedule and will be worthy partners to our strawberry plants.

CERTIFIELD RASPBERRY PLANTS

Certified raspberry plants are grown from foundation stock originally indexed virus-free and produced in screenhouses. The plants are grown in fumigated fields isolated from cultivated brambles and are sprayed regularly for insect and disease control. The plants are state inspected and certified to be free of insects and diseases. Plants from this source have given thousands of customers many years of profitable and enjoyable production in the home garden. Commercial producers have also accepted this raspberry plant source as the best in the U.S.

RED RASPBERRIES

LATHAM is the most widely planted red raspberry. It is noted for its cold hardiness in the northern regions and adaptability to a wide range of conditions. The plants are vigorous, produce big crops of large, high quality fruit that is good whether eaten fresh, frozen or canned. LATHAM is a fine mid-season variety for the home garden and has been one of the major varieties in eastern commercial plantings. It should be considered as one of the varieties in any northern garden.

SOUTHLAND is a new variety recently released from the North Carolina-U.S.D.A. breeding program. It is more tolerant to fluctuating warm and cold periods that have made growing red raspberries very difficult from central Missouri, Illinois, Indiana, Ohio, Pennsylvania and Maryland, south. It produces a summer crop before Latham, on last year's canes and an August-September crop, on current season or new canes. The berries are medium sized, bright red, firm and do not crumble. The fruit is delicious as a topping on cereal, with sugar and cream as a dessert or because of its slightly acid flavor as a frozen or canned product. The plants are very vigorous and can be maintained virus-free for many years without spraying, because the aphid vector that spread raspberry viruses does not like to feed on SOUTHLAND. Because of its tolerance to varying climatic conditions and its freedom from virus diseases, SOUTHLAND should be the number one choice for any house garden planting in any area, except those near the US-Canadian border. It is also used in Pick-Your Own and some commercial plantings.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
LATHAM	$5.75	$10.35	$23.00	$34.50	$43.10	$51.80
SOUTHLAND	$5.75	$10.35	$23.00	$34.50	$43.10	

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

BLACK RASPBERRIES

Mention black raspberries and most people will talk about **CUMBERLAND.** It is the most widely planted variety and is adapted, wherever black raspberries will grow. **CUMBERLAND** originated in Pennsylvania and does exceptionally well in the southern limits of the black raspberry growing region. It is a mid-season variety that produces large crops of medium sized fruit. The berries are sweet, plump, juicy and of excellent quality, if your garden only has space for one black raspberry, **CUMBERLAND** should be your choice.

BRISTOL is a vigorous, hardy variety that was selected from the New York breeding program. It is very productive and its fruit ripens 4 to 5 days ahead of Cumberland. The berries are large, juicy and highly flavored. It is grown widely in all eastern black raspberry regions. It should be considered where two varieties are to be grown because of its earliness, outstanding quality and productivity.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
CUMBERLAND	$6.25	$11.25	$25.00	$37.50	$46.90	$56.30
BRISTOL	$6.25	$11.25	$25.00	$37.50	$46.90	

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

THORNLESS BLACKBERRIES

THORNFREE, a recent U.S.D.A. release from its thornless blackberry breeding program is causing a lot of excitement in home gardens and Pick-Your-Own operations from central New Jersey south and west to Arkansas. The extremely vigorous plant produces large crops on long, thornless canes. The harvest season lasts about one month and the large juicy, highly flavored fruit makes exceptionally good pies, cobblers, jelly, and even wine. The fruit should be allowed to become fully ripe before it is harvested. You will enjoy picking, as well as, eating this berry.

PRICES

	5 Plants	10 Plants	25 Plants	50 Plants	75 Plants	100 Plants
THORNFREE	$7.50	$13.50	$30.00	$45.00	$56.50	$67.50

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

Field Scene of Foundation Raspberry Stock

SOME SUGGESTED BRAMBLE CULTURAL PRACTICES

RASPBERRIES AND BLACKBERRIES can be grown with limited success in almost any type of soil, however, for best results, a good, well-drained loam, clay loam or sandy loam soil, high in organic matter, is desirable. Any good garden soil will give good bramble growth and yields provided you observe the climatic limitations listed under the individual variety descriptions and do not plant in the same soils on which tomatoes, Irish potatoes or peppers or egg plants have been grown for several successive years. Do not plant virus-free brambles near or in the same garden with virus infected plants. A safe suggestion is to assume that bramble plants not recently received from a known virus-free source are infected with virus and, therefore, new plantings should not be established nearby. If your current bramble planting is weak and not producing well, remove it and replant with healthy, virus-free plants.

Be certain to order your plants from a good, reliable nursery whose plants are known to be virus-free, (especially free of the mosaic virus).

LAND PREPARATIONS: Incorporating a heavy application of stable manure—2 bushels per 100 sq. ft. or a good green manure crop prior to planting the brambles is very beneficial. The soil should have a pH of 5.5 to 6.0. Do not raise the pH above 6.0 as it will stimulate crown gall growth on brambles. Use dolomite (high magnesium limestone) if it is available or if you know that the magnesium level in the soil is low. Spade the soil to a depth of 8 inches and rake to provide good tilth for proper planting conditions.

PLANT SPACING: Red and black raspberries should be planted 2 to 3 feet apart in the row, whereas, the Thornfree blackberry should be spaced 8 feet apart in the row. The spacing between the rows will depend on the type of cultivating equipment that is available. Four feet is normally the best spacing for gardens, with 10 feet being used in commercial plantings where tractors are used for cultivation.

SETTING: A hole should be dug sufficiently deep for each plant so that 3 to 4 inches of

soil cover the roots. The handle or old cane should be cut off at ground level after a new shoot has developed.

CULTIVATION: The soil should not be allowed to become too compact. Cultivating 1 to 2 inches deep will control weeds and also increase oxygen exchange to the roots. Incorporating organic matter into the soil will reduce the need for cultivation and also improve plant growth. A 3 to 4 inch layer of wood chips—obtained from the tree pruning division of your electric company—will replace the need for all hoeing and cultivation. As the wood chips decay, they will have to be replaced to maintain weed control. Do not use sawdust or pine shavings.

TRAINING: Black raspberries should have the tip of the new cane pinched or cut off at 15 inches in height the 1st year and 22-24 inches the 2nd year and subsequent years. This should be done when the new canes are 18 to 20 inches high the first year and 24-28 inches high the second and subsequent years. Pinching causes the side branches—which produce the fruit—to develop and also causes the main cane to be sufficiently strong to be self supporting.

New canes of red raspberries are *not* cut back the first growing season. They are, however, cut back shortly before the leaves emerge in the second growing season. The amount of cane that is retained is determined by the support system used since red raspberries are not normally self-supporting. Red raspberries can be self supporting if several canes are cut off at 30 inches. These canes are tied together to form hills or clusters of plants about every 3 feet. The canes should be tied together at 20 inch height and again at 28 inch height. No more than 6 canes should be tied together. Excess plants should be cut off at ground level. If plants are tied to a stake or wire, the canes can be cut off at 36-48 inch height. Cutting the plants off at 30 inches is easier and less expensive, but in so doing, you remove the early maturing fruit as it is produced from buds that occur near the end of the canes.

Thornless blackberries should have their canes tied in the shape of a fan to a wire or wooden trellis. The canes should be cut off at 4 to 6 feet length. The length will be determined by the cane position on the trellis; number of canes retained and vigor of the plant. The new canes that will produce next year's fruit should be left on the ground but trained down the row under the existing fruiting canes.

PRUNING: Black raspberry fruiting canes may be removed after harvest but it is much easier to wait until the following March. The same procedure is also true for Latham red raspberry and Thornfree blackberry. Southland red raspberry, however, is an everbearer i.e., it produces a crop of fruit on the tip of the new canes in August, September and early October and a June crop the following summer on the lower section of the same cane. As a result, the tip of the cane that produced fruit in the fall is removed the following March. The remaining portion of the cane is tied in the manner described under training for red raspberries for the June crop. Those canes can then be removed after harvest or the following March. New canes that emerged in the spring will again provide the fall crop and the following June crop.

WINTER PROTECTION: Cold injury to raspberries is caused by extremely low temperatures and exposure to the drying effects of the winter winds in the northern sector of the U.S. and by the fluctuating warm and cold climatic conditions in the southern regions. Both types of injury can be markedly reduced if the new canes are bent over in November and held near the ground with wire fencing. A *very light* layer of straw will increase the protection. This method protects the canes from the winds in the northern region and also helps moderate the temperature. In the southern region it provides protection by keeping the plants nearer the soil and, therefore, *cooler* during the warm air temperature periods that frequently occur. Keeping the canes cooler during the warm periods in the winter restricts the starting of new growth and the resulting cold injury that occurs when the temperatures drop below freezing in a following cold wave in late January, February and March.

Our 90th Year

MIDSEASON VARIETIES

POCAHONTAS

Productive and Popular

POCAHONTAS was introduced in Maryland in 1946. It was well received and made steady leaps in popularity, helped along by wide adaptability. It grows well in nearly all areas except the deep south. We used to exclude the far west along with the deep south when mentioning adaptability but growers tell us that Pocahontas grows well for them in California.

POCAHONTAS plants are great producers. Plants are vigorous and make runners freely. Foliage has resistance to leaf scorch and partial resistance to leaf spots.

POCAHONTAS berries are large, blunt conic. Skin is bright medium red. Flesh is red. Berries are firm, making them excellent for shipping and processing. POCAHONTAS berries are great for desserts and fine for freezing. POCAHONTAS produces showy berries of quality.

POCAHONTAS is one of the few varieties that adapts well to setting in the late summer for a partial crop the following spring. Our plants of POCAHONTAS are looking very lovely and you should order now to have some in your garden. *See color page 25.*

FAIRFAX

FIRST for FLAVOR

FAIRFAX was released in Maryland in 1923. It wasn't long before growers discovered the size, beauty and quality of this great variety and it remains a great favorite today.

Plants of FAIRFAX are productive but they are not free running. When late season runners are picked off FAIRFAX plants are especially productive. Foliage is resistant to leaf spots and leaf scorch but sensitive to virus diseases. FAIRFAX plants are well adapted to Virginia north and westward to Kansas.

Berries of FAIRFAX are medium to large in size, attractive, and wedge to blunt conic in shape. Berries are firm enough and have a bright red color when they first ripen. They darken on holding, however, and this keeps FAIRFAX from being great on the wholesale market. The size, beauty and quality of these delightful berries make FAIRFAX an outstanding variety for the retail markets and every home garden should have some plants of FAIRFAX for a truly delicious taste treat. Great for desserts! *See color page 4.*

Dear Sir: In 1972 My two daughters got, I believe it was, 275 strawberry plants from you. They got 2 different kinds. Surecrop and Pocahontas. In 1973 they picked over 1000 qts. of berries. They were bearing from the middle of April through June. They are expecting another crop this year from the same plants. Thanks.

Mrs. Mark Brenneman
Montezuma, Ga.

REDCHIEF

Delight to Pick-your-own

REDCHIEF originated from a cross of NC 1768 x Surecrop and was released in Maryland in 1968. This extra good, disease resistant variety was evaluated for yield, horticultural characteristics, and resistance to diseases from Massachusetts to North Carolina and westward to Missouri. Performance has been best from Maryland north to Massachusetts and west to Illinois.

REDCHIEF plants are resistant to 5 races of red stele root rot and have some resistance to verticillium wilt. Leaves of REDCHIEF are resistant to leaf scorch and mildew but somewhat susceptible to leaf spot. REDCHIEF is an excellent variety to grow where red stele root rot is a problem and where Surecrop has not been productive. REDCHIEF plants are vigorous in runner making, setting an adequate number of plants for a good matted row.

REDCHIEF berries ripen 2 to 3 days later than Surecrop. Berries are medium to large in size, have a firm, glossy surface, firm flesh and uniform deep red color. They are cone shaped and the calyx comes off easily. The flavor of REDCHIEF is sweet and persists well in frozen products. Berries remain attractive in handling and are well adapted to the pick-your-own method of marketing. REDCHIEF berries have everything and you should order your plants now to be sure of having some most delightful berries at time of bearing. *See color inside back cover*

GUARDIAN

Guard against disease

GUARDIAN was released in Maryland in 1959. The seedling came from a cross of NC 1768 x Surecrop. GUARDIAN has been a good producer in matted rows in Maryland, New Jersey, Ohio, Michigan, Missouri, Pennsylvania and southern Illinois.

GUARDIAN plants are notable for resistance to red stele and verticillium wilt. Foliage has good resistance to leaf scorch and mildew. Plants of GUARDIAN are medium in size but produce runners freely. Highly productive.

Berries of GUARDIAN ripen a few days after the Surecrop. Berries are large with firm, glossy surfaces of uniform light red color. Flesh is firm and has good flavor but light color prevents this fine berry from being great in the frozen pack. Fresh berries of GUARDIAN retain an attractive appearance during harvesting and marketing. Primary berries have an irregular conic shape with a rather rough outline but secondary and later berries are symmetrical and smooth with slight necks. GUARDIAN berries hold well for shipment. You will want to grow GUARDIAN for its excellent disease resistance, lovely berries of fine appearance and flavor, for production several days after Surecrop to extend the season. We have a nice supply of GUARDIAN plants. Order now. *See color page 28.*

A friend loaned me your catalog. I have read it from cover to cover and found it fascinating and informative.

Mildred B. Palmer
Webster, N.Y.

Dear Sirs: In regard to order #7862, the 25 Guardian strawberry plants you replaced arrived in excellent condition, were planted and are doing just great, in fact we are already picking blossoms from them. Needless to say we are well satisfied with all the plants and especially with your quick, efficient service on the replacement of the Guardian plants. You can be assured that we will recommend to anyone the W. F. Allen Company and also anytime that we need new strawberry plants, they will be ordered from you.

Robert A. Matthes
Germantown, Wisc.

HOLIDAY

New from New York

HOLIDAY is a new early midseason variety that was introduced by the New York Experiment Station in 1972. The plants are productive and vigorous. The fruit is large, very firm, bright glossy red, good quality with a distinctive aromatic flavor. Fruit holds up well for several days in the field after it is ripe. It is a good berry for the home freezer. The variety does well in the home garden and commercial plantings and should be especially well adapted to the "pick-your-own" operation.

APOLLO

High yields

APOLLO was released in 1970 in North Carolina. It has Tennessee Beauty, Southland and Missionary in its parentage. APOLLO, along with Atlas, was introduced as a possible labor-saving commercial variety because of large fruit size and high yield. APOLLO was widely tested before release and performed best in the southeastern and south-central portions of the United States.

Leaves of APOLLO are resistant to leaf spot and powdery mildew and tolerant to leaf scorch. Plants are medium in vigor and runner production, performing well in matted rows.

APOLLO berries are large firm and very tough skinned. Main crop berries are long conic, very smooth and regular. They are sweet flavorful, glossy, very attractive for fresh fruit shipment, local market or "pick-your-own" operation. They are tasty for the freezer but somewhat pale colored for best frozen pack appearance.

Last year I ordered 500 plants from you and every plant grew. They are looking beautiful this spring. I have never had such good luck with plants.

Clyde B. Hartman
Broadway, Va.

EMPIRE

Old Standard Northern Variety

EMPIRE is a midseason variety that was introduced in New York in 1940. It is well adapted to growing in the northern states but fruit is soft from Maryland south. Plants are hardy and vigorous, but if poor growing conditions exist, daughter plant production will be light. Plants are productive with intermediate resistance to leaf scorch. It is very resistant to verticillium but is susceptible to leaf spot and red stele. Fruit is large, attractive, highly flavored and of very good dessert quality.

EMPIRE is very good for the northern home garden and local sales, but is too soft for shipment. Its large sized, high quality fruit makes it a good choice for one of a several variety planting for a "pick-your-own" operation in the north. *(See color page 30).*

Dear Sirs: Last year I purchased 125 plants from your firm and am pleased to tell you that every last one of them grew. It is nice to do business with a firm that has fine plants. I have never seen plants with roots so long and healthy.

James M. Reichard
Hagerstown, Md.

You mailed my strawberry plants on Sept. 24. They arrived here Saturday Sept. 29 but I was out of town and didn't get home until Sunday, Sept. 30. I took the plants out of the packing and set them in a pail of water. I didn't get to put them out until the afternoon of Oct 1. I sprayed them with instant fertilizer and watered them down real good. I have kept the ground moist since putting them out. I must say that I have never seen plants grow as they have. I haven't lost a plant and each have put on several leaves, all this in a week's time. They amaze me in their performance. I have been fooling around with a small family patch of berries for years but I have never had such success with new plants. The root system of these plants are the greatest I have set out. My such roots!

Leonard Hathcoat
Arkansas City, Ka.

SURECROP

For Sure Crops

SURECROP was introduced in Maryland in 1950 and released in 1956. In the parentage of SURECROP we have the Fairland, another great variety. SURECROP has wide adaptability, growing well from the upper south through the middle states and into the north.

Plants of SURECROP are large and full growing, with fine healthy foliage. They are extremely vigorous, producing runners freely. SURECROP plants are strong, hardy and productive. SURECROP plants have triple resistance to red stele, excellent resistance to verticillium wilt, leaf spots, leaf scorch and drought. SURECROP is an outstanding midseason variety.

SURECROP berries are large, fairly round, bright and shiny red. The flavor is tart and good. Size of berries holds up well all through the season and they are excellent for freezing. Firm berries ship well. In any berry field, SURECROP will be outsanding for vigor of plant growth and healthy, hardy foliage. For fancy quality berries you should have plants of SURECROP in your garden. Order now. *See color page 24.*

We have had Surecrop for a number of years now and are more than pleased with the yield—excellent for eating, freezing and marketing but thought we would try another variety to see if anything could possibly equal Surecrop. From our 3-120 ft. rows we picked 607 quarts of beautiful berries.

Mrs. Alfred Childress
Richmond, Va.

W. F. Allen Co.—For many years we have been growing your Catskill. The plants always are in good condition on arrival. They produce very good. Catskills are really nice large flavorful berries. I freeze many each year.

Carol McMullen
Kent, Ohio

CATSKILL

The Leader

CATSKILL was introduced in New York in 1923. It has reigned as King of Varieties since then except for a short time—just before 1954 when virus free stocks were made available. CATSKILL is still a leader in sales and still has many things going for it. CATSKILL is well adapted to all the northern states and the higher altitudes as far south as North Carolina and westward to the Mississippi.

CATSKILL plants are productive. They are excellent in runner making. CATSKILL plants are full and most attractive in the field. Hardiness and good resistance to verticillium wilt have contributed to CATSKILL popularity in a wide area. CATSKILL berries are very large. They are long conic and rather irregular in shape. Moderately firm. Skin color is bright crimson red with lighter red flesh, making for a very attractive berry. CATSKILL berries are excellent for desserts and satisfactory for freezing. Other plus factors with the great CATSKILL are ease of capping and high Vitamin C content. You must have some Catskill plants to set this season. Order now! *See color page 29.*

I ordered 200 of your plants last year about now. Lost about 2 Catskill variety. They are out of this world when you talk about berries.

Homer Stroop
Murfreesboro, Tenn.

I have ordered plants from you for several years and want to thank you for your good service and hardy plants. One year I set out 5,000 of your plants, and 2 days later we got a severe cold spell and snow. The ground froze 3 inches and we had 2 inches of snow but I didn't lose 10 plants out of the 5,000. People who pick berries in my patch really marvel about those Catskill. They can't believe a berry can get so big and taste so good up here in the north.

Arnold Peterson
Elk River, Minn.

RARITAN

Mid-season Beauty

RARITAN was released in 1968 after extensive testing. In the ancestry of this fine variety are two beauties, Redglow and Jerseybelle. RARITAN was introduced in New Jersey and has achieved a tremendous popularity in that state as an early midseason berry. It is well adapted to the northeastern states.

RARITAN plants produce runners freely so that RARITAN always makes a good matted row. High yields are obtained from RARITAN plants. Plants of RARITAN are not resistant to red stele root rot or verticillium wilt and if either of these troubles is known to be present in the soil where plants are to be set, we would not recommend Raritan for growing there. Where these diseases are not present, RARITAN grows well, with high vigor and great productivity.

RARITAN berries are delightful. Fruit is glossy, bright red with bright yellow seeds that are partially embedded. Caps are large and showy and hold their attractive green color to market. Flesh of RARITAN berries is firm and the skin is quite resistant to abrasion. RARITAN fruits are of excellent eating quality but flesh is a little light for best processing. RARITAN berries are large and beautiful. Order your RARITAN plants now. *See color facing page*

Gentlemen . . I was well pleased with the plants you sent me and I received them in good condition . . .

C. V. Durbin
Kirksville, Mo.

Dear Sir: I just had to take the time to let you know what beautiful strawberry plants we always receive from your company. My husband said everyone is quick to write when they have a complaint. But no one has the time to let you know or thank you for the beautiful plants we receive. So we both thank you. We also appreciate the good service we get.

Mr. & Mrs. Ed Huffer
West Chester, Pa.

MIDWAY

Great midseason for the middle states

MIDWAY was a cross of Dixieland and Temple, introduced in Maryland in 1960. MIDWAY is well adapted from the middle states west to Indiana, with good results reported in the northeast.

MIDWAY plants are healthy and vigorous, extremely productive. Plants run freely. MIDWAY plants have good resistance to red stele. MIDWAY plants need irrigation on lighter soils—they prefer heavy soils for best growth.

MIDWAY berries are late midseason. They are long conic, firm fleshed, tough surfaced, glossy rich red. Fruit is medium to large in size, with yellow seeds. Very good for freezing. Excellent flavor makes MIDWAY berries always in demand for desserts. Our MIDWAY plants are beautiful and you should have some in your garden. Order now. *See color page 26.*

Gentlemen: Thank you for the prompt and courteous service in handling my order for strawberry plants. They arrived in good shape.

Earle C. Clegg
Lansing, Mich.

Dear Sirs: I received my plants on May 29 and boy am I satisfied. I bought 50 plants from a local store and only 25-30 came out. The roots on the plants you sent are twice as long (no kidding) as the ones I bought from that store, and every plant is beautiful. I appreciate my name being handwritten on the card. Best of luck.

Mikel Kent Todel
Gwynn, Va.

Last year I purchased plants from your firm and I want to tell you that I have got plants from Allen's for years but I have never received better plants than those I got last spring. I got 100 Midway (substitute for Catskill) and you sent me twenty-five Sparkle and every plant grew and were superb in every way. Had I not been satisfied I would have written you so thought I would let you know how well pleased I was with last year's plants.

Kenneth Gwin
Bessemer, Pa.

RARITAN
See Page 22

ALLEN'S WINNING PLANTS

REDGLOW
See Page 12

1885 *Happy Customers for 90 Years* **1975**

POCAHONTAS
See Page 18

1885 *Our Experience is Your Guarantee* **1975**

MIDLAND
See Page 11

MIDWAY
See Page 22

ALLEN'S PLANTS *Standard of the Industry for 90 Years*

SPARKLE
See Page 32

ROBINSON
See Page 33

1885 *Our Customers are Our Best Advertisement* **1975**

TENNESSEE BEAUTY
See Page 33

FLETCHER
See Page 34

1885 *Our Plants Will Grow for You* **1975**

GUARDIAN
See Page 19

See Page 21

1885 *Our Plants Will Grow for You* **1975**

MARLATE
See Page 35

EMPIRE
See Page 20

ALLEN'S WINNING PLANTS

ARMORE
See Page 34

Our 90th Year

LATE VARIETIES

NEW—DELITE

Highly Disease Resistant

DELITE, a new highly resistant to disease late variety developed by USDA and Southern Illinois University is available to the grower for the first time. This variety was developed at Carbondale, Illinois and has been especially productive in an area from Missouri east to Maryland. DELITE promises to offer the same disease resistance and vigor for the late harvest season as Surecrop has provided for the early harvest season. DELITE is highly resistant to red stele and verticillium wilt. It is also resistant to leaf spot and leaf blight and is moderately resistant to leaf scorch.

DELITE ripens about 12 days after Earlidawn. The fruit is large with a glossy bright red skin color. The flesh is moderately firm and pink in color. It has a slightly acid flavor with good aroma and desert quality.

Plants are very vigorous and produce runners freely. Under good growing conditions it may be necessary to remove some of the late formed daughter plants in a manner similar to that required for Surecrop.

The high degree of disease resistance and late maturity makes this a variety that should be tested by all those gardeners and Pick-Your-Own operations who want an extended harvest season.

Glenn Stadelbacher — We received the strawberry plants in good order. Set them out next day. They were the best plants, I ever saw. Am well pleased with them.

Respectfully
Linn Miller
Springfield, Mo.

JERSEYBELLE

Big and Beautiful

JERSEYBELLE was released in New Jersey in 1955. The late bearing JERSEYBELLE berries are fancy and so outstanding in beauty and size that they always bring top price on the market. JERSEYBELLE is best adapted to the middle and northern states.

JERSEYBELLE plants are moderately vigorous and will make an adequate number of runners under good conditions—and plenty of runners under superior conditions. Plants are susceptible to leaf diseases and do not have good resistance to red stele or verticillium wilt but our virus free stocks of this great variety seem to remain fairly free of disease.

JERSEYBELLE berries are truly big and beautiful. The fruit has a shiny skin, tough surface and rather prominent yellow seeds. Cap is large and showy, attracting the eye of the buyer. Flavor of the fruit is mild but this does not deter the city buyer and JERSEYBELLE continues to sell big at the market, due to large size and attractive appearance.

JERSEYBELLE berries must be picked closely, at just the right time and handled promptly before fruit turns dark red. They are firm enough then for retail trade and overnight shipment. Berries are not well adapted to freezing as they are soft and mild.

For large, showy, attractive fruit that will always find a market, set some Jerseybelle plants this season. Order your plants now. *See color page 50.*

SPARKLE

Beautiful and Bright

SPARKLE was released in New Jersey in 1931. It has been a great favorite with growers who want loads of beautiful, luscious berries late in the season. It is well adapted to the northern states.

SPARKLE plants are very productive and very free in runner making. SPARKLE plants have good resistance to one strain of the red stele disease and have some resistance to leaf spot. SPARKLE makes so many plants on good soil it may be necessary to thin them out to help average berry size. SPARKLE plants bloom so heavily and so late that the crop is rarely affected by late frosts.

SPARKLE berries are well named. They are so glossy and lovely, they truly do SPARKLE on the vines. Berries have a rich crimson red color extending clear through. This, along with their fine quality, makes SPARKLE berries one of the best for freezing or processing. Size is medium to large where well grown on beds not too thick. Berries are short, blunt conic to oblate. SPARKLE berries are fresh market favorites and go to market with a shine and finish which makes them very attractive to buyers. SPARKLE berries are superb in quality and you should have some of our beautiful registered SPARKLE plants to produce berries for your table or the market. Order today. *See color page 26.*

Dear Sirs: . . . We purchased 5,000 of yours and 10,000 from nearby. Your 5,000 Sparkles grew without a failure. . . .

Mrs. Russell C. Reinhardt
Nelson, Wisc.

Gentlemen: We have been ordering berry plants from you for several years, and have always been satisfied with the good service and such nice healthy strong plants. We could never grow good strawberries until we started buying our plants from you. Our favorites are Sparkle, Midway and Redchief.

Mrs. Forrest Hackett
Coopersville, Mi.

ALBRITTON

Classy Carolina Beauty

ALBRITTON was introduced in North Carolina in 1945. ALBRITTON is a vigorous and productive variety, when grown in North Carolina and some areas of Virginia and Maryland but lack of hardiness prevents it from being grown extensively in other areas.

ALBRITTON plants are vigorous and make runners freely. Where well grown, ALBRITTON plants are productive and set many blossoms. Berries of the ALBRITTON variety are beautiful. No other strawberry has more class and these berries are always in great demand. Berries are large and lovely, vivid red turning to deeper red when fully ripe. They are unusually glossy, uniform in shape. Flavor is exceptional. Berries are firm enough to ship to northern markets. Well adapted to freezing. ALBRITTON is medium-early in ripening and one of the most beautiful berries in attractiveness and eye appeal. Try some plants of Albritton this season. Order now.

W. F. Allen Co. . . . I have 200 sq. ft. planted in 100 of your strawberry plants and they look very thrifty. I feel sure that we will have some nice and very tasty strawberries next summer.

C. F. Sharp
Lakeland, Ohio

We've been purchasing plants from you folks for 22 years and the results have always been delightful—Thanks for the excellent tips on how to raise strawberries. May interest you to know that the varieties Redchief and Marlate thrive on our light Long Island soil and for overall performance Midland continues to excel.

Howard J. Weinmann
W. Babylon, N.Y.

Sorry my order isn't larger. Enjoy the Berry Book oh so much. Have one question? Why was the small strawberry crying? Don't know—Because his Mom and Dad are in a jam.

Raymond Fumanick
Furbar Farms
E. Taunton, Mass.

TENNESSEE BEAUTY

Bright and firm

TENNESSEE BEAUTY was originated and introduced by the Tennessee Station back in the 1930's. Territory where TENNESSEE BEAUTY grows well is not confined to the south, however, as it has proven itself through all of the middle and many of the northern states.

TENNESSEE BEAUTY plants are very healthy and productive. Plants are resistant to leaf spots and scorch and are tolerant to other disorders. They run freely and for top production of best fruit, it is sometimes necessary to thin out the beds.

Berries of TENNESSEE BEAUTY are delightful. Color is a glossy medium to deep red. Berries average medium to large in size. They are long conic and uniformly smooth. Caps are large and lovely, helping to make TENNESSEE BEAUTY berries a real eye-catcher at the market. They cap easily. Berries are firm and ship well. Their quality is good for the table and they are excellent for freezing or processing. Your garden will be complete with some of our plants of TENNESSEE BEAUTY. Order now. *See color page 27.*

ROBINSON

The money maker for the north

ROBINSON was introduced in Michigan in 1932. The large size and bright color of ROBINSON berries have made many a dollar for growers. ROBINSON is primarily a berry for the northern states.

ROBINSON plants are small but they are healthy and vigorous and produce extra large berries. Even under adverse conditions, ROBINSON plants run freely. Foliage is exceptionally healthy with good resistance to leaf spots. Thinning is sometimes necessary.

ROBINSON berries are very large and showy. Color is bright red outside, lighter red inside. Shape is conic. Larger berries are sometimes ridged.

ROBINSON berries are usually rather soft and not recommended for shipment or freezing. Flavor is mild. ROBINSON is noted for its productivity and large, showy berries. If you are located in the areas where Robinson is well adapted and you are interested in growing berries for sale, you should have some plants of ROBINSON in your garden this season. Order now. *See color page 27.*

Gentlemen: Because I wrote you a year ago to report very slow delivery of plants I have been waiting to let you know about the situation this year. Our 100 plants were postmarked April 9th. They reached our mail box on Wednesday April 11. They were shipped Special Delivery. I thought you would want to know the results. They were in excellent conditions.

Bill Ellis
Toledo, Ohio

For a number of years we have ordered a small number of your plants for our home garden and think they are excellent but what happened when I received our last order in 1971 convinced me that they have to be the best available anyplace. When the plants arrived the weather was too wet and cold to set them out, so I put them in a plastic bag and placed them in the refrigerator. Before I could get them set out, our oldest son had an accident which required his hospitalization for a week. Three days after we brought him home our youngest son had a similar accident which also required a week's hospitalization. The plants had been in the refrigerator at least a month before I could get time to do anything with them. I was prepared to have to throw them out and forget about strawberries that season, but upon examining them, I found that they were still in very good shape, so I planted them. All except two plants survived and we have had a good crop of strawberries from them for the last two seasons! Thanks for furnishing such excellent plants.

Marguerite R. Shriver
Weston, W. Va.

FLETCHER

High flavor—good freezer

FLETCHER was introduced in 1959 in New York and was descended from a cross of Midland and Suwannee. FLETCHER is well adapted to the northern states.

FLETCHER plants are hardy. They are vigorous in growth and reach up high. FLETCHER is free in making runners for a full bed of plants. FLETCHER is a heavy producer of excellent fruit.

FLETCHER berries are flavorful; the experts score FLETCHER as one of the most flavorful. Berries are large, bright red and blunt conic in shape. They are firm enough to carry to market, delightful to eat and excellent for freezing. Order now to reserve your plants. *See color page 28.*

Dear Sir: We visited friends who had planted strawberry plants they received from your company. The strawberries were delicious and the plants luxurious. We were impressed and would like to have your catalog on berry plants. Please put my name on your mailing list.

Thank you
A. K. Gholson
North Carver, Ma.

Dear Sir: When my wife and I were married, she didn't know a strawberry plant from a tomato vine. A real city slicker, that's what she was. In the 13 yrs. we have been married I have transformed her into a real dirt farmer. We have around 300 Catskill and Pocahontas plants which are now bearing beautifully. My wife would rather pick berries than go shopping, and that's saying a lot. She picks them kneeling, squatting, sitting or crawling. She is hooked on strawberries. During the month of May my meals consist of strawberries and cereal for breakfast, strawberry pie for dinner, and strawberry pudding for supper. Please send my 100 plants pronto. My wife says your plants are prettier than hybrid roses, and they are.

Thank you
Homer McBride
Winston Salem, N.C.

ARMORE

Fine for Home Gardens

ARMORE was introduced in Missouri about 1938. ARMORE is widely adapted and has been grown successfully in all areas except the extreme north and extreme south.

ARMORE plants are vigorous in plant growth and have great productivity. It runs freely and grows best in heavy loam. Small cupped leaves of ARMORE make it susceptible to mildew and leaf spots.

ARMORE berries have a very fine dessert quality and it is suitable for both commercial and home garden use. Primary berries are large, irregular and wedge shaped; later ones are usually round-conic. Berries of ARMORE are medium firm. Skin is yellowish red and flesh is rather light but ARMORE is rated good for freezing, fine for the home garden, and quality berries for shipping moderate distances. You won't go wrong with ARMORE in your garden as a large, productive late kind. Order your plants now. *See color page 30.*

Dear Sirs: What service! We received your catalog the day following our phone conversation. Thank you. The strawberry plants arrived in excellent condition and I was checking them today and I don't think we lost a single one. No wonder Penn State Ext. Service at Uniontown suggested your company to us. We were so pleased and thank you for your excellent service and a special thanks to the lady I spoke with via phone about this order. Keep her! She's so pleasant, obliging and efficient.

Very truly yours
Mrs. Donald A. Blaney

"Well pleased with 2,000 Midway, we got in 1972. We picked over 4,000 quarts in 1973. They are the best we ever raised.

D. R. Cooley
Athens, Ohio

Our 90th Year

VERY LATE VARIETIES

MARLATE

Large, Bright and Firm

MARLATE was introduced in Maryland in 1969. Jerseybelle, Klonmore, Midland, and Tennessee Shipper are in the parentage of this fine variety. Performance has been good in Maryland, Pennsylvania, Ohio and into neighboring states.

MARLATE plants are very vigorous. They are excellent runner makers.

MARLATE is not red stele resistant but appears to have resistance to leaf diseases. Plants of MARLATE grow well on moderately heavy soil. Very productive.

MARLATE berries are large size. They are bright red in color. Shape is round conic and flesh is firm. Berries are smooth. Fruit stems snap easily, facilitating picking. They are of excellent quality for table use. Their large size holds well all through the season. Moderately fair for freezing.

These good attractive berries are well worth having in the garden. Order your plants now. *See color page 29.*

REDSTAR

Very Late and Very Lovely

REDSTAR was introduced in Maryland in 1931. It has proved itself over the years as one of the better very late varieties for growing from Maryland to southern New England and west to Missouri and Iowa.

REDSTAR plants are very vigorous and productive. They run freely. Plants of REDSTAR are very attractive, growing full with large leaves. They have good resistance to leaf spots and leaf scorch. The lateness of REDSTAR blooming will give you berries ten days after other berries are gone—extending your season for fancy fruit for the table or for sale.

REDSTAR berries are large and showy. They are of fine quality. First berries are very large and wedge shaped, with later berries round-conic.

REDSTAR berries are an attractive bright red, darkening very little on holding. They are good to very good dessert quality but firm enough to ship.

Set some plants of REDSTAR this season. Order your plants today. *See color back cover.*

VESPER

Large, Late and Productive

VESPER was released through the New Jersey Experiment Station after extensive testing and we listed it for the first time in 1963. Utah Shipper and Jerseybelle are parents. Like Jerseybelle, VESPER has proven itself best adapted to the more northern states.

VESPER plants are medium in size but vigorous in runner making. It is exceptionally productive. Lack of resistance to red stele, verticillium wilt and foliage diseases is a drawback but VESPER plants will grow and produce well if your land is free of these diseases.

VESPER berries are large and lovely with pretty green caps. Fruit is a rich red color and very glossy. Large primary berries are sometimes furrowed. Later fruits are smooth. Seeds are raised and attractive. Mild flavor. Firm enough for commercial purposes to the north but somewhat soft for distant shipments. VESPER is very productive of large, late berries and will extend the season for the growers in the northern states. Order your plants now. *See color page 50.*

Our 90th Year

EVERBEARING VARIETIES

In my 100% Organic Garden your plants grow beautifully each year and produce very large fruit.

Van Ness Darling
Northport, N.Y.

OZARK BEAUTY

— Good eating

Plants: Fair runner production. Good yielder.

Berries: Large. Sweet. Good flavor. Firm.

Something Special: Pretty plants and good yields from June until first frost. Good freezer.

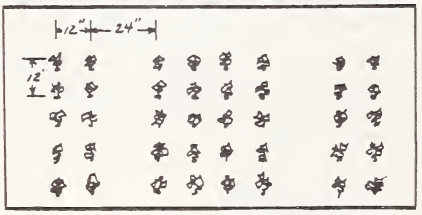
See COLOR Page 47.

A Good Way to Grow Everbearers

Everbearing strawberry production in Ohio shows that largest yields and highest profits with greatest ease and economy of operation are secured by following a four-row bed type planting system. (See diagram and picture.)

In this system the plants are set one foot apart. A two-foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August which are maintained during the remainder of the season.

The plants should be set as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.



Sawdust mulch helps to conserve soil moisture during late summer and appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. It is best to maintain a full inch of mulch.

All blossoms which develop on the newly set plants should be removed until early June, or later if plant growth has not been vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth. If dry weather occurs the crop can be greatly increased in size and quality by irrigation. All runners should be removed from the plants as fast as they develop to insure highest yields.

The Ohio system and variations have been used in many areas for best results with everbearers. The cost comes high per acre with more plants and much hand labor required. All reports indicate a carefully managed small or medium size patch will give high profits.

PRICE LIST PAGE 44

The Berry Patch

Everyone looks forward to strawberry season when red-ripe luscious strawberries are plentiful and can be eaten fresh or frozen, and preserved for year-round strawberry eating pleasure. What's better than picking your strawberries from your own garden! Use some of those fresh-picked red-ripe strawberries in these tasty recipes:

Strawberry Cheesecake

Crust:
2½ cups graham cracker crumbs
½ cup sugar
⅔ cup melted butter

Combine crumbs and sugar; add melted butter and mix. Press on bottom and sides of two 9″ pie plates or one 9″ x 17″ pan.

Filling:
2 pkgs. Dream Whip (prepare according to directions)
1½ cup confectioners' sugar
2 8-oz. pkgs. cream cheese

Blend cream cheese and sugar. Beat in prepared Dream Whip with mixer until smooth. Pour into crust.

Glaze:
1½ cups of fresh sliced or frozen (thawed) strawberries
3 tablespoons cornstarch
2 tablespoons lemon juice
red food coloring

Place cornstarch in saucepan and gradually add strawberries. Bring to a boil and cook until thick and clear. Add color. Remove from heat. Add lemon juice. Cool. Spread over cheesecake. Chill overnight.

Strawberry Filling or Topping

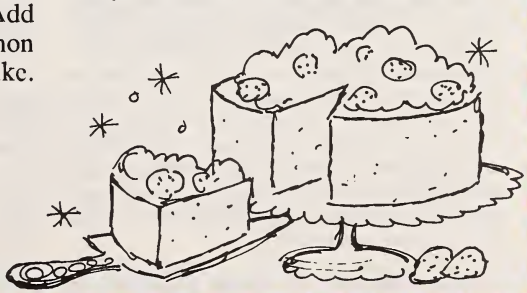
2 cups strawberries
1 cup water
2 tablespoons cornstarch
¼ teaspoon of Liquid Concentrated Sweetener or (½ cup regular sugar)
1 teaspoon vanilla

Cap and slice berries. Stir water, a little at a time into cornstarch until blended. Stir in sliced berries. Cook stirring constantly and mashing berries well with back of spoon, over low heat until mixture thickens and boils 3 minutes. Remove from heat; stir in liquid sweetener and vanilla; cool. Makes about 2 cups.

This topping can be served over cake, ice cream or waffles.

Freezing Strawberries

Wash, cap and drain strawberries in colander. Slice and add sugar as per your taste. Place in air tight containers and place in your freezer immediately. They will really be tasty this winter!



GRAPES

WINE GRAPES

Wine Grapes

SEIBEL 5279—AURORA. This early maturing white-pinkish grape produces medium large fruit on large loose clusters. It is one of the hardiest and productive French hybrid varieties. Its fruit produces an excellent table wine similar to European vinefera wines. Fruit matures four weeks ahead of Concord and is good for areas with short growing seasons. Aurora is one of the few French hybrids that has high dessert quality fruit as well as producing excellent wine.

2 year No. 1 Vines
1—$1.60 each; 3 for $4.60; 10 for $14.50.

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalog may be used.

TABLE GRAPES

Table Grapes

CONCORD. The most widely grown variety in central and eastern United States. It is a dual purpose variety that is used extensively as a table grape, and also to make jelly, unfermented juice and wine. It is very hardy and is planted in the colder regions of the United States. It is also very productive and hardy in areas as far south as Arkansas. CONCORD is more tolerant to many of the common grape diseases and also to varying soil and climatic conditions than most grape varieties. Its attractive blue fruit is medium to large in size and is borne on medium sized clusters. Its good flavor, high productivity, wide adaptability and muli-purpose use has caused it to be used as the standard of the grape industry.

2 year No. 1 Vines
1—$1.50 each; 3 for $4.25; 10 for $13.50.

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalog may be used.

Home Winemaking — Probably the oldest and most widely practiced hobby.

Reports of wine making are recorded in some of the oldest records of civilized man. Production of extremely high quality wine has been and continues to be an "art" that is learned from many years of experience and is usually passed from the "brew master" to his son. Varying climatic conditions, fruit varieties, cultural practices, individual skills, fermentation methods and individual taste preferences all have an important effect on the quality of wine produced. With the advent of modern technology, many of the factors that effect wine quality have been identified and reported in pamphlets and books. These enable even the most inexperienced individual to produce an acceptable to good quality wine.

Winemaking As A Hobby published by the College of Agriculture, Pennsylvania State University, 101 Tyson Building, University Park, Pa. 16802 is an excellent publication. It describes the various types of wine and how to make them and contains pictures of the simplest to the more expensive winemaking equipment. Requests for the publication should be sent to the Pennsylvania University address and a check or money order for $2.50 to cover the cost of the publication should be included with the request. Homemade Wine Cornell Extension Bulletin 1119 published by New York Agricultural Experiment Station, Geneva, New York 14456 and sold for 15 cents is a good simple and inexpensive pamphlet. (W. F. Allen is offering the Concord variety for those individuals who like a sweet American type wine and the Aurora (Seibel 5279) for those who prefer the drier vinefera type flavor.)

Soil Type: Grapes will grow in almost any soil except those that are poorly drained or water logged.

Planting Distance: The two varieties listed should be planted 8 feet apart in the row. Space between rows will be determined by the type of cultivating or moving equipment used.

Planting Depth: Plants should be set 4 to 6 inches deep.

Pruning: At planting the top should be cut back to two buds. This will produce a vigorous new vine that will provide the framework for the future producing vine. Contact your local county extension office for an illustrated bulletin on pruning for the 2nd and following years.

Spray Program: Captan is a good general purpose fungicide for disease control in the home vineyard. Sevin will control the Japanese beetle and several of the insects. Contact the Extension Service for rates and time of application in your area. They will also have recommendations for control of specific insect and/or disease problems in your area.

Planting Time: New vines may be planted as soon as the ground can be prepared in the Spring.

ASPARAGUS

ROBERTS' STRAIN MARY WASHINGTON ASPARAGUS

The ROBERTS' strain of Mary Washington is now being planted almost exclusively by the canner, as well as, the home gardener. Its very large spears, heavy yield, superior vigor and rust resistance makes it the best choice for eastern plantings. The quality of commercially grown asparagus declines rapidly after it is harvested; since it is easy to grow, most home gardens should have at least one row. Freshly cut asparagus from the garden will be rich in minerals and vitamins and will provide a most welcomed reduction in the grocery bill. The plants should be planted in an open furrow or trench and covered with 6 inches of soil. They should be spaced about 12 inches apart in the row. Spread the roots out and be certain that the bud or crown is pointed up before covering it with soil. Asparagus may be planted as soon as the soil is tillable in the spring and up to May 30 in northern areas.

PRICES

2 Year No. 1 Plants

25	50	75	100	250
$6.25	$10.50	$13.75	$17.00	$34.50

These prices are F.O.B. Salisbury, Maryland. An additional charge of 15% (40% Rockies and West) is for Handling, Insurance and Transportation. The order blank and envelope in back of the catalogue may be used.

CULTURAL DIRECTIONS

STRAWBERRIES are grown successfully in every state. They are easy to grow and even beginners can be proud to share their berries with their friends. In addition to growing strawberries for the wholesale fruit market, processing industry and home gardens; production for the retail farm market, and "Pick-Your-Own" type of sales has become very popular and profitable. It is not uncommon for producers near metropolitan areas to net $1,500 per acre from "Pick-Your-Own" strawberries.

BEARING: Standard varieties set in the Spring of 1975 will bear their best crop in May or June of 1976. If the plants are well cared for; grown on a good, well-drained loam soil and plant spacing kept to about 6 inches per plant, they will produce good crops of fruit for 2 or 3 additional years. Everbearing varieties set in the spring produce berries in late summer and fall of that year.

SOIL, LOCATION AND PREPLANT SOIL AMENDMENTS: Any soil will produce a fair crop of strawberries provided certain practices are observed and the site is not completely shaded by surrounding trees.

1) Well-drained loams, clay loams, and sandy loams, however, are the best.

2) If the site is located on a hillside or rolling land, the rows should run across the slope. Rolling land provides better air drainage and, therefore, less frost problems and also better water drainage.

3) If a well-drained site is not available, the home gardener can build a pyramid or barrel planter (write for instructions).

4) If frost is a problem, strawberries can be covered on frosty nights with newspaper or plastic.

5) Sites that have such perennial weeds as Johnson grass, quack grass, nut grass, Bermuda grass or wire grass should be avoided. Chemical herbicides can be used to eradicate these pests but this should be done at least two years prior to planting strawberries. Consult your County Extension Agent for materials and rates.

6) Strawberries grow very well following bluegrass sod; however, grubs are a serious problem. If pesticides are not used to control the grubs, a cultivated crop should be grown for one year after plowing up the sod and before planting the strawberries.

7) If possible, change planting sites every few years as disease and insects build up in the soil, when growing the same crop for several years. Sunrise, Surecrop, Redchief, Guardian, Catskill or Delite should be planted if tomatoes, peppers, egg plants or Irish potatoes have been grown on the site the previous year.

8) Applying stable manure or growing a cover crop the year prior to planting strawberries will improve production.

9) Soil tests are beneficial and should be taken the year before planting strawberries if possible. If the tests indicate that lime and phosphorous are needed, it should be plowed under prior to planting strawberries. If the soil pH is not 60 or above and phosphorous medium, you should consult your University or County Extension Agent for recommendations.

LAND PREPARATION: In late winter or very early spring, the land should be plowed, or in the case of garden flats, spaded to a depth of 6 to 8 inches. It should be worked into a smooth, friable condition immediately prior to planting. The following suggestions are not requirements, but they will improve the size of your strawberry crop, as well as, the quality of the fruit.

1) Sow a green manure crop of peas, soybeans, sowed corn, sudan grass etc. the summer before planting the strawberries. In the fall, disk the green manure crop prior to plowing it under. This blends the organic matter into the soil and avoids problems created by a dense vegetation layer at the bottom of the plow furrow.

2) If soil erosion is a problem, a winter cover crop of rye or winter oats should be planted in early September. This should be disked and plowed as described above, in early spring (February, March, April—Depending on geographic location).

3) If horse, cow, sheep, poultry or hog manure is available, it can be used as a replacement for the green manure crop. Rates of 5 to 20 tons per acre can be applied with hog, sheep and poultry manure being applied at the lower rate and horse and cow manure at the higher rate. Stable manure should be applied in the fall prior to planting the strawberries and disked and plowed in the same manner as that described for green manure. A good guide for garden plots is to apply 2 bushels of manure for every 100 square feet.

PLANTING DISTANCES: This is determined by variety, type of cultivating equipment available and cultural system used. (i.e. matted row or hill system). Varieties such as Surecrop, Blakemore, Robinson and Delite which

are prolific daughter plant producers should be spaced wide apart IN THE ROW, whereas, less prolific varieties such as Earlidawn, Ozark Beauty, Gem and Delite should be planted at the closest spacing. If the hill system is used with 2 or more "sub" rows of plants in each "bed" or row, the plants should be spaced 12 inches apart in the "sub" rows and the "sub" rows spaced 6 inches apart in the bed. Plants in the "sub" rows should be alternated so that the plants are not side by side but in between. This provides an actual plant spacing of 6 inches between plants. Three such rows provide a bed that is easy to pick and gives excellent yields of high quality fruit. The most desirable row spacing for the matted row commercial planting is 3½ feet. Most cultivating equipment is designed for this spacing. This system provides a row width of 22-24 inches and a middle of 18-20 inches which experience has indicated to be the best overall matted row system.

For the small garden order 7 plants for each 10 feet of Row.

PLANTS FOR VARIOUS PLANT DISTANCES

Rows	In The Row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 " "	24 "	7,260 "
3½ " "	18 "	8,297 "
3½ " "	24 "	6,223 "
3½ " "	30 "	4,978 "
3⅔ " "	18 "	7,128 "
4 " "	18 "	7,260 "
4 " "	24 "	5,445 "

VARIETIES: The varieties planted are determined by the customer's needs. The home gardener who only wants fresh strawberries for the table should select an early, midseason, and very late variety, whereas, the individual who wants to freeze part of their fruit in addition to having fresh berries for the table should consider ordering a larger quantity of a single midseason variety, such as, Redchief, Midway, or Pocahontas so that he will have a larger volume of fruit at one time. Consideration should be given to red stele and verticillium resistant varieties where these two serious diseases are a problem. Large, well flavored fruits that freeze well are important for the house garden, "Pick-Your-Own" or retail outlets, whereas, varieties with bright red, firm, tough skinned, as well as, large fruit must be considered for the wholesale fresh market. Area adaptability is also important.

ORDERING PLANTS: This is an important phase of growing good strawberries. It is very important that you order your plants EARLY and SPECIFY a DELIVERY DATE, as close as possible to the intended planting date. Plants dug while fully domant and held in climate controlled storage until shortly before planting grow much better than plants not so handled. Plan on an early as possible planting date and order well in advance, so that we may have your order programmed for shipment to you at the time that you have indicated is the best for your situation.

TIME OF PLANTING: Early spring planting is extremely important in growing good strawberries. They should be planted as early in the spring as the weather will permit the soil to be prepared. This usually means February, March, and early April in the southern states —March and April in the middle states; April and May in the northern states. If planted at this time, the plants will develop a good root system with good water uptake capabilities before hot, dry weather arrives. In addition to being more vigorous and easier to grow the early set plants will produce better fruiting fields for the following year.

CARE OF PLANTS: Plants should be set as soon after arrival as possible. The methods used to take care of plants when received from the nursery varies with the amount and facilities available. The home gardener can insert the bundles of plants into a plastic bag and keep them in the vegetable crisper of his refrigerator for several days. If it is early spring and he must keep them for an extended period, he can dig a trench about 5 inches deep, break the bundles and place the plants in the trench so that the roots are covered with soil but the crown exposed. Plants may be placed close together but should not be more than 2 plants deep and the soil should be packed firmly about the roots to keep them from drying out and also to exclude air pockets. A cool, shady, well-drained but moist site should be selected for this type of plant holding. The commercial grower can handle them as described above or place the plants in a commercial cold storage. Storages in which the temperatures drop below 28°F or above 34°F should not be used. It is not desirable to place live plant material in apple storage rooms, as apples produce ethylene, which is injurious to strawberry plants.

SETTING: Any method is good which leaves the roots reasonably straight down in the soil and the crown or bud at the soil surface. It is best if the roots are spread. The soil should be pressed firmly around the roots to exclude air pockets. If the plants have very long

roots, cutting them back to 4 or 5 inches will make the setting job easier and insure a better job of planting. THE CROWN OR BUD MUST BE AT THE SOIL SURFACE—NOT ABOVE AND BELOW—see illustration below.

Any setting tool ranging from a hand trowel or shovel to a transplanter may be used. If a transplanter is used, it is important to check behind the transplanter to determine if the plants are being set at the proper depth.

Water applied by cup in the home garden, by the transplanter or by irrigation immediately after planting is very beneficial. Soak the roots in water immediately prior to planting if you cannot irrigate or water while transplanting.

Plants should be set as soon as possible after arrival. If the weather is hot, dry and windy, it is advisable to delay planting a day or two for more favorable conditions. NEVER ALLOW PLANTS TO BE EXPOSED TO THE SUN AND WIND PRIOR TO PLANTING. Keep the boxes containing the plants from the wind. Never take more plants out of the box than you will plant in 15 minutes.

CHEMICAL FERTILIZATION: Some garden soils will not require chemical fertilizer the first year. Most garden plantings, however, would be benefited by a 1 pound application of 10-10-10 fertilizer spread evenly over the top of the foliage on 40 feet of row length in Mid-August. The fertilizer should be brushed off the leaves with a broom or leaf rake.

Strawberry roots grow very slow and fertilizer applied to each side of the row does not become available to the plant until long after it has been applied. If a fertilizer high in nitrogen is applied over the top of the plant 1 to 3 weeks after planting *and brushed off immediately*, it will greatly stimulate plant growth. Commercial growers should make this type application soon after planting and again in early August. A similar August treatment should be made on 2 and 3 year old plantings. Consult your County Extension Agents for rates and ratios. ALL FIELDS SHOULD BE TESTED AND ANY CALCIUM, MAGNESIUM, PHOSPHOROUS AND BORON REQUIRED, APPLIED PRIOR TO PLANTING.

IRRIGATION: It would be beneficial at sometime on all strawberry plantings; however, irrigation is not necessary for strawberries growing in a good garden soil or on the better loam soils. Irrigation is helpful during periods of drought in the 1st growing season; and prior to harvest, as well as, a means of preventing frost damage during the blossoming period. Applying a *small* but continuous amount of water to the foliage and flowers will protect the blossoms even if the temperature drops as low as 25°F. Water, however, must be applied continuously as long as the temperature is below 32°F.

As a rule, irrigating the Midway variety between blossoming and the start of the harvest season will always increase production and fruit size. Sandy soils require more frequent irrigations than loam soils.

CULTIVATION, HOEING AND TRAINING: Shallow cultivation (not to exceed 1 inch *near the plant*) helps control weeds, provides a loose soil for the daughter plants to establish their roots and helps establish the matted row system by pushing the runners into the row area before they root. The home gardener should also use a hoe to train the first daughter plants in the row while hoeing for weed removal. Train the first new runners out like spokes from a wheel and root them until a row 2 feet wide is established; five to six plants per square foot is enough. Later formed plants should be cut off. Commercial growers substitute a blade or rolling coulter for the inside shovel on their cultivator when the desired number of plants have been established.

CHEMICAL WEED CONTROL AND PLASTIC MULCH: Commercial growers all use herbicides to control weeds in strawberries. The 3 most common chemicals used are Dacthel, Diphenamid, and Tenoran. Dacthal may be incorporated into the soil prior to planting or sprayed broadcast immediately after planting. Diphenamid should *not* be applied until the strawberry has established 3 fully developed leaves. Both of these chemicals control weeds *only* as the seed germi-

nates. Control by both chemicals is improved if they are mixed into the top 1 inch of soil. Tenoran will kill seedling grasses up to ¾ inches and most broadleaf weeds up to 1½ inches in height. Tenoran should not be applied when the temperatures are 90°F or above. Consult your County Extension Agent for specific details.

Black plastic mulch can be used by home gardeners on non-fumigated soil. Black plastic must be used to eliminate the sunlight and thereby prevent weed seed germination. If plastic mulch is to be used, the soil is prepared in the usual manner but the row is formed into a slightly raised bed. All fertilizer needed to grow the strawberry crop should be incorporated into the soil before planting the strawberries. The plants are planted according to the hill system and then the plastic is stretched over the row. The edges of the plastic are secured by covering them with soil. The plants show up as small bulges or bumps under the plastic and a slit is made in the plastic over each plant. The plant foliage is then pulled through the cut in the plastic. Runners must be removed as they form as only the mother plant can root and, therefore, produce fruit.

MULCHES: They are normally applied for winter protection, but they also help keep the fruit clean. Wheat straw is the most commonly used material but the grain is not completely removed in the combining process. This creates a problem in the spring and herbicides must be used. Sudan grass that is cut with a forage harvester before the grain matures is used by some growers. Mash hay is used in areas near the coast. Mash hay and sudan grass do not cause the volunteer grain problem as does wheat.

In areas from New Jersey, Southern Pennsylvania, Southern Ohio, Southern Illinois and Missouri south, 1½ to 2 tons of wheat straw per acre should be applied after 3 or 4 hard frosts have occurred. The straw should be applied over the entire area. At this rate a few strawberry leaves will protrude through the mulch. If applied in late fall, this will provide early winter protection before the strawberry plant becomes fully dormant. Once the plant is fully dormant the winter temperature does not get low enough in this area to damage the strawberry plant. It is not necessary to remove the mulch in the spring as the strawberry will grow through the light mulch and the fruit will rest upon the straw.

In northern areas, a deeper layer of mulch will have to be applied and it will have to be partially removed in the spring as soon as growth starts.

Customer Compliments

Dear Sirs: Ordered 200 plants last year so would not have needed any this year but I put my berries as soon as they came into the front yard circle that I later put flowers in. That way I can water them and cover them till frosts are over. One year we planted Decoration Day in the garden and got a frost that killed them. This way they are growing well and in June take transplanting very easily. Two weeks after I put them in the circle a girl came flying off the road at 4 A.M. thru the orchard, thru the strawberry bed, hit a pine stump, went sideways across the drive, knocked down a plum tree, lilac bush, white roses and ended up facing the road. She wasn't hurt, we have plenty of frontage, never thought a car could get so close to the house. They never paid us one cent and we had to struggle cleaning up the mess. Hope that will never happen again. We are very pleased with the Sparkle. I want no other. I am a diabetic and have several friends who are too and like them. They are firm and sweet and ripen later so the garden can be planted before they must be picked. Your plants are very nice and come thru the mail beautifully. Never lost any except for that accident last year since I trench them in and transplant later.

Sincerely
Mrs. Alfred F. Vancura

Dear Friends: July 7, 1972 we set out 375 plants, there were four different varieties you sent us. They produced a good crop this spring of large berries. Am more than pleased with your plants. They made lots of runners last fall, if they were set out late.

Yours truly
Carr Mitchell
Zanesville, Ohio

W. F. Allen Co.—Thought you might like to see how your plants grow up here 30 miles from the Canadian border. These are Catskill and Fairfax bought from you last May. Every one lived and did they ever grow as you can see. I've always got good plants every year (all from Allens, of course,) but guess these are the best ever. These were planted in rows 6 feet apart. Keep the snapshot if you want it and thanks again for such nice plants and good service.

Yours truly
Sam & Beverly Meacham
Dickinson Center, N.Y.

STRAWBERRY PLANT PRICE LIST

If 10,000 or more plants of one variety are desired, please write us for quotation.

EARLY VARIETIES	25 plants	50 plants	75 plants	100 plants	150 plants	200 plants	250 plants	500 plants	1,000 plants	5,000 plants
Blakemore	$3.75	$5.62	$7.03	$8.44	$11.72	$14.25	$16.41	$24.37	$37.50	$185.00
Darrow	4.75	7.12	8.91	10.69	14.84	18.05	20.78	30.87	47.50	
Earlibelle	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
Earlidawn	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Florida 90	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
Midland	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Premier	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
Redglow	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Sunrise	4.10	6.15	7.69	9.22	12.81	15.58	17.94	26.65	41.00	202.50
MIDSEASON VARIETIES										
Apollo	3.80	5.70	7.13	8.55	11.88	14.44	16.63	24.70	38.00	
Catskill	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Empire	4.10	6.15	7.69	9.22	12.81	15.58	17.94	26.65	41.00	202.50
Fairfax	4.10	6.15	7.69	9.22	12.81	15.58	17.94	26.65	41.00	202.50
Guardian	4.25	6.37	7.97	9.56	13.28	16.15	18.59	27.62	42.50	210.00
* Holiday	4.00	6.00	7.50	9.00						
Midway	4.10	6.15	7.69	9.22	12.81	15.58	17.94	26.65	41.00	202.50
Pocahontas	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Raritan	4.25	6.37	7.97	9.56	13.28	16.15	18.59	27.62	42.50	210.00
Redchief	4.25	6.37	7.97	9.56	13.28	16.15	18.59	27.62	42.50	210.00
Surecrop	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
LATE VARIETIES										
Albritton	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
Armore	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
Delite	4.50	6.75	8.44	10.12	14.06	17.10	19.69	29.25	45.00	222.50
Fletcher	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Jerseybelle	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Robinson	3.80	5.70	7.13	8.55	11.88	14.44	16.63	24.70	38.00	187.50
Sparkle	4.00	6.00	7.50	9.00	12.50	15.20	17.50	26.00	40.00	197.50
Tenn. Beauty	3.90	5.85	7.31	8.78	12.19	14.82	17.06	25.35	39.00	192.50
VERY LATE VARIETIES										
Marlate	4.25	6.37	7.97	9.56	13.28	16.15	18.59	27.62	42.50	210.00
Redstar	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
Vesper	4.20	6.30	7.88	9.45	13.13	15.96	18.38	27.30	42.00	207.50
EVERBEARING VARIETIES										
Ozark Beauty	6.50	9.75	12.19	14.62						

*Not Virus Free

Our plants are tied and sold in bunches of 25 and we do not sell less than 25 of any variety. Quantity rates are based on plants of one variety. Two or more varieties cannot be combined at the quantity rate.

TRANSPORTATION AND INSURANCE: Delivery charges are in addition to prices listed. Add 15% of the cost of your plants to your remittance for transportation and insurance. For this 15% we pay for packaging your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants. If you live in the Rocky Mountain states or farther west, air transportation is mandatory and 40% of the cost of the plants must be added instead of 15%.

AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired on larger orders, do not send the additional transportation charges as they may be paid when the plants are received. Your nearest airport can give you an estimate of charges, based upon 30 pounds per 1000 plants.

PAYMENT. Add the cost of the plants plus 15% (40% Rockies and West) and include check or money order in this amount, payable to W. F. Allen Company.

HOW TO ORDER

1. ADDRESS. Print your name, street address, or Route and Box Number, Postoffice, State, Zip Code and Telephone Number on the order blank.

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2. SHIPPING DATE. Fill in date you would like plants shipped in space provided on order blank. This date will have to be several days in advance of the time you wish to receive your plants to allow for time in transportation. If you do not fill in this space, we will ship on date best suited to your locality, advising you when order is received. Planting as early as the weather permits is the rule.

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3. VARITIES. Decide the number of plants of each variety you want. List on the order blank, referring to Page 44 for prices.

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4. TRANSPORTATION AND INSURANCE. Delivery charges are in addition to prices on Page 44. We will ship the best way for your location for an additional 15% of the cost of plants. For this 15%, we pay for packing your plants to keep them fresh, transportation charges, and insurance to guarantee delivery of plants. If you live in the Rocky Mountain States or farther west, air transportation is mandatory and 40% of the cost of the plants must be added instead of 15%.

---

5. AIR TRANSPORTATION. Salisbury is served by Salisbury-Wicomico Airport and Allegheny Airlines. If air transportation is desired on larger orders, do not send the additional transportation charges as they may be paid when plants are received. Your nearest airport can give you an estimate of charges, based upon 30 pounds per 1000 plants.

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6. PAYMENT. Add the cost of the plants plus 15% (40% Rockies and west) and include check or money order in this amount, payable to W. F. Allen Company.

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7. PLANTS FOR FRIENDS. If you order 50 plants or more, send us the names and addresses (with zip codes, please) of three (3) friends who grow or might like to grow strawberry plants. We will send your friends a free Berry Book and we will send you 25 strawberry plants of our choice, without additional cost to you. The 25 free plants must be sent with this order.

Our 90th Year

W. F. ALLEN CO.

SALISBURY, MARYLAND 21801 • TEL. (301) 742-7123

(Please Print)

NAME .....

STREET .....

ROUTE NO. ..... **BOX NO.** .....

CITY ..... **STATE** ..... **ZIP NO.** .....

Telephone Number _____

Ship Plants On or About .....

NOTICE! This is the shipping date, NOT the arrival date. Delivery times vary so that we cannot guarantee an arrival date. Plants will be **shipped** as near the date you specify as possible.

NUMBER OF PLANTS	VARIETY OF PLANTS	PRICE	
		Dollars	Cents

Do Not Use this Space			
Order No.	Amount for Plants		
	15% for Transportation		
	Total Amount of Money Sent		

IMPORTANT! If Sold Out of Varieties Ordered:

SUBSTITUTE Suitable Variety ..... ☐

RETURN My Order and Money for Varieties Not Available..... ☐

(See other side for HOW TO ORDER and our *Offer for Friends.*)

DETACH FOR MAILING — TEAR ON PERFORATION

DETACH FOR MAILING — TEAR ON PERFORATION

FOLD HERE

W. F. ALLEN CO.

Dependable
STRAWBERRY PLANTS
For 90 Years

From

.....
Name

.....
Street

.....
City State Zip

First Class
PERMIT NO. 26
SALISBURY, MD. 21801

Business Reply Mail

No postage stamp necessary if mailed in the United States

Postage will be paid by

Post Office Box 1577
Salisbury, Maryland 21801

OZARK BEAUTY
See Page 36

OUR BEST EVERBEARER

OUR GUARANTEE

W. F. Allen Company guarantees that our superior plants will grow for you. Write us within 45 days if you are not completely satisfied and we will replace the plants or refund your money. After 45 days and within one year of the date the plants were shipped, any plants not satisfactory will be replaced at one-half price. This guarantee applies only to the price of the plants and no further responsibility or liability is implied.

TRUE TO NAME

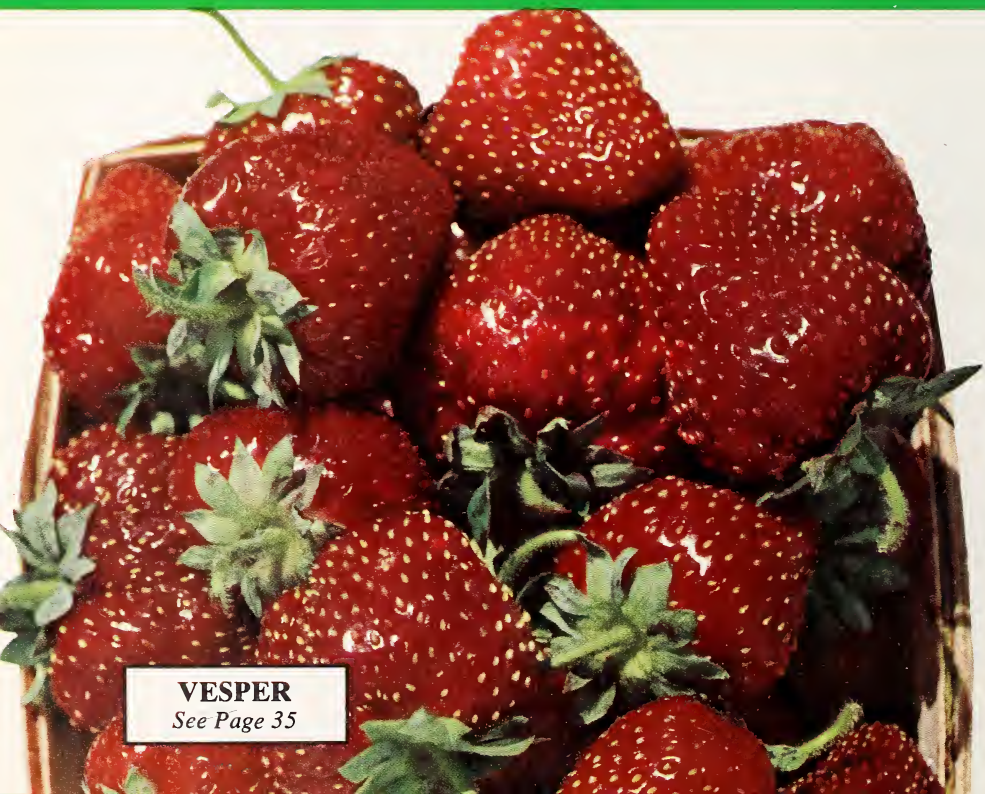
We take every precaution to have all plants true to name. We will replace the plants or refund your money if any prove otherwise but we will not be responsible for any sum greater than the cost of the plants ordered.

VIRUS FREE (REGISTERED)

Plants referred to as "virus free" in this catalog have been field grown by us from virus free foundation stock furnished by the U. S. Department of Agriculture, Agricultural Research Service, Beltsville, Maryland. Measures have been taken with our field grown stock to control aphids which transmit the virus diseases. In addition, this superior virus free stock is grown in isolation from other plants in the neighborhood which are not under aphid protection or are not virus free.

All plants from virus free sources which meet the rigid growing requirements of our Inspection Service are entitled to be sold as "Registered." All our virus free varieties have met these requirements and will carry a label showing that they are "registered." We hope W. F. Allen Company will receive your plant orders, but in any event you should get plants which meet the rigid requirements which entitle them to be registered.

JERSEYBELLE
See Page 31



VESPER
See Page 35

FAMILY GARDEN COLLECTIONS

NEWEST VARIETY COLLECTIONS

Darrow ..... Early, disease resistant, productive
Redchief ..... Firm red berries, vigorous plants, disease resistant
Delite ..... Vigorous, disease resistant, late ripening
Marlate ..... Very late, big berries, firm

Collection A — 100 plants, 25 each of the 4 kinds $15.30
Collection B — 200 plants, 50 each of the 4 kinds $24.00

GENERAL GARDEN COLLECTIONS

Earlidawn ..... Earliest of all, frost resistant
Surecrop ..... Wide adaptability, vigorous plants, large berries
Catskill ..... Hardy and productive; the "King" of varities
Sparkle ..... Late sparkling berries, good freezer

Collection C — 100 plants, 25 each of the 4 kinds $14.00
Collection D — 200 plants, 50 each of the 4 kinds $22.35

WE PAY TRANSPORTATION

W. F. ALLEN CO.

SALISBURY MARYLAND 21801
TELEPHONE (301) 742-7123

Redstar

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 7
SALISBURY, MD. 21801

ADDRESS CORRECTION REQUESTED
IF UNDELIVERABLE, DO NOT RETURN

TO:

1885 *Our Experience is Your Guarantee* **1975**